

DIVISION: PHILIP MORRIS USA
 BRAND: PARLIAMENT LIGHTS
 DISTRIBUTION YEAR: 1992
 METHOD CODE: ON-PACK
 POS #:

PHILIP MORRIS USA
 COUPON REDEMPTION REPORT
 4/16/1995 - 5/13/1995

PAGE: 155
 RUN DATE: 5/16/95

PUS #:

Offer No.	Description	Face Value	Distribution				Redemption					Projection				
			Meth Veh	Dist Date	Exp Date	Qty (000) M/R M/F	Current Qty	\$	Cumulative Qty	\$	%	Budgeted \$	%	Forecasted \$	%	DIFFERENCE BUD - CUM
	710 CONSOLIDATE D:	.00 /00		00/92	00/00	0 0	14	29	240,089	503,072	.0	0	.0	0	.0	0
TOTAL:						0	14	29	240,089	503,072	.0	0	.0	0	.0	0
TOTAL: 1992						0	14	29	240,089	503,072	.0	0	.0	0	.0	0
7107604312	FEB 95 DM / HIG H RESPON	1.00 /01	DM	01/95	04/95	78R 3	6,465	7,027	20,711	22,566	26.6	25,354	30.0	N/A	N/A	2,787
												*VARIANCE				
												*REVISED				
7107604318	DEFENSIVE DIREC T MAIL #2	1.00 /01	DM	04/95	06/95	187 1	309	336	309	336	.2	0	.0	N/A	N/A	336
7107604353	FEB 95 DM / LEA ST RESPON	1.00 /01	DM	01/95	04/95	23R 3	1,179	1,281	3,511	3,824	15.6	1,956	8.0	N/A	N/A	1,868
												*REVISED				
7108204322	FEB 95 DM / HIG H RESPONSI	2.00 /01	DM	01/95	04/95	23R 3	2,046	4,270	7,113	14,864	31.6	18,782	40.0	N/A	N/A	3,918
												*VARIANCE				
												*REVISED				
7108204351	FEB 95 DM /LEAS T RESPON	2.00 /01	DM	01/95	04/95	23R 3	1,455	3,036	5,128	10,716	22.8	4,695	10.0	N/A	N/A	6,021
												*VARIANCE				
												*REVISED				
7108204352	FEB 95 DM / LEA ST RESPON	2.00 /01	DM	01/95	04/95	55R 3	3,169	6,613	10,794	22,557	19.5	10,378	9.0	N/A	N/A	12,179
												*REVISED				
7113604304	\$1.50 OFF 2 PKS PARL LIGH	1.50 /02	DM	01/95	03/95	22OR 4	5,550	8,807	25,484	40,601	11.6	69,715	20.0	N/A	N/A	29,113
												*VARIANCE				
												*REVISED				
7113604313	OFFENSIVE DM 3/ 95 NATIONA	1.50 /02	DM	03/95	05/95	247 2	11,445	18,162	11,643	18,476	4.7	47,091	12.0	N/A	N/A	28,614
												*VARIANCE				
7117604305	\$1.00 OFF 1 PAC K PARL LIG	1.00 /01	DM	01/95	03/95	22OR 4	6,060	6,586	27,209	29,744	12.4	35,811	15.0	N/A	N/A	6,067
												*VARIANCE				
												*REVISED				
7118204314	OFFENSIVE DM 3/ 95 NATIONA	2.00 /03	DM	03/95	05/95	247 2	11,323	23,630	11,548	24,099	4.7	51,606	10.0	N/A	N/A	27,507
												*VARIANCE				
TOTAL:						1,321	49,001	79,748	123,450	187,784	9.3	265,388	13.1	0	.0	77,604
7117604357	\$1.00 OFF PARL LIGHT PACK	1.00 /01	HD	01/95	04/95	16 3	119	129	263	286	1.6	886	5.0	N/A	N/A	600
TOTAL:						16	119	129	263	286	1.6	886	5.0	0	.0	600
7127603155	FROM COUPON	1.00 /01	OP	01/95	06/95	N/A 3	17	18	32	35	N/A	N/A	N/A	N/A	N/A	N/A
									*EXC. QTY							
7128204090	FROM COUPON	2.00 /01	OP	01/95	12/95	N/A 3	329	687	473	987	N/A	N/A	N/A	N/A	N/A	N/A
									*EXC. QTY							

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